CLAIMS

1. A system for presenting a substantially unlimited set of product attributes and/or product attribute levels, to a plurality of individual respondents, while maintaining a statistically valid mathematical model, presenting said substantially unlimited set of product attributes and/or product attribute levels, by means of a computer network, comprising:

   a) a user, inputting said substantially unlimited set of product attributes and/or product attribute levels to one of an application service provider (ASP), a web server providing service, or an internet server, via a data communication means;

   b) said ASP, a web server providing service, or an internet server, defining a questionnaire for use/input by a plurality of individual respondents;

   c) said plurality of individual respondents, each responding to said questionnaire:

      i) eliminating those product attributes that would not be considered in said individual respondent's buying decision;

      ii) from the product attributes that would be considered, producing a hierarchy of said product variables;

   d) said ASP, said web server providing service, or said internet server, upon receiving inputs from said plurality of individual respondents, providing said user with an estimate of the purchase likelihood of any combination of the substantially unlimited set of product attributes and/or product attribute levels to a potential consumer group represented by said individual respondents.

2. A system for users to collect respondent information for the purpose of determining a respondent's preferences for a plurality of product attributes and/or product attribute levels offered by a user for a product:

a)   said user designing an online questionnaire to test respondent's interest/desire for product attributes;

    i)   listing product attributes;

    ii)   listing product attribute levels;

    iii)   said user determining size of a population of respondents to be surveyed;

    iv)   said user determining a duration of said respondent's interaction with said survey;

b)   said respondent receiving said questionnaire over a network;

    i)   said respondent eliminating attributes that do not factor into a respondent's individual selection decision;

c)   said system responding to both a) and b) to deliver to said respondent a customized questionnaire;

d)   said respondent receiving said customized questionnaire over said network, said respondent answers questions on said questionnaire by use of an input device; said answers being transmitted via a network to said user;

e)   said user receiving a plurality of completed customized questionnaires;

f)   said system analyzing said completed questionnaires;

whereby said system enables said user to design one or more products based on the responses from a plurality of respondents, such that said product includes attributes that most match the answers indicating relative importance of said attributes to a group of respondents' likely buying behavior.

3.   The system for users to collect respondent information of claim 2 wherein said plurality of respondents is a statistically significant number.

4.   The system for users to collect respondent information of claim 3 wherein the level of significance is greater than one standard deviation from the mean

5. A method for determination of an optimum combination of product attributes, by a product's producer or designer, through online adaptive discrete choice modeling, by facilitating interactions between said producer or designer and a plurality of respondents, over a computer network, said network providing communication between said producer and said plurality of respondents, or vice versa, wherein said respondents have one or more display mechanisms and one or more input mechanisms, comprising:

a) said producer or designer submitting a plurality of product attributes, into a data mechanism for a user to design a questionnaire;

b) said plurality of respondents retrieving said questionnaire;

c) said plurality of respondents, each deselecting attributes that do not enter into an individual respondent's decision to purchase said product; and

d) ranking the attributes not deselected by said respondent, said respondent communicating said ranking of said attributes to said producer.

6. A method for collecting respondent data for the purpose of using said data to determine which of a product's attributes to include in manufacturing, specifying, constructing or designing said product to maximize the probability that products produced match consumer preferences, comprising:

a) a user inputting two or more product attributes into a program which designs a questionnaire for said respondents input;

b) said respondent eliminating one or more attributes that do not figure in said respondent's buying decision;

c) said respondent ranking the remaining product attributes;

d) said respondent communicating said ranking to said producer;

e) said producer gathering the rankings from two or more respondents; and

f) said producer producing a product based on said ranking from said two or more respondents.

7. A system for online adaptive choice modeling, comprising:

    a) a product user entering an unlimited number of product attributes relating to a product made by said user into a server;

    b) based on said attributes, generating a query form to be available on a computer network;

    c) at least a first respondent accessing said query form on said computer network through an input device;

    d) said respondent eliminating product attributes that do not impact said respondent's decision on whether to choose said product;

    e) with the remaining product attributes, said respondent rank ordering each attribute of said product;

    f) said respondent communicating both said d) and e) to said user by said computer network;

    g) based on a plurality of respondents communicating to said user, said user builds a product to match as many of said attributes with a high rank order as deemed necessary to positively affect choice of said product by a group of consumers represented by said plurality of respondents.

8. A method for simulating purchasing behavior, using the internet, comprising:

    a) providing a substantially unlimited number of attributes to at least one potential respondent;

    b) providing a substantially unlimited number of levels within said attributes to said at least one potential respondent;

    c) said at least one potential respondent eliminating one or more of said attributes, levels within said attributes, or combinations thereof, that would not be a part of said potential respondents' purchasing decision;

    d) from the remaining attributes and or levels, said respondents assigning a highest to lowest value to each said remaining attributes and or levels;

e) collecting a sufficient number of said respondent's assigned values to said attributes and or levels.

9. The method of claim 8, wherein said collected assigned values are used in determining a product's likelihood of purchase by said respondent.

10. The method of claims 8 or 9 wherein said at least one potential respondent produces a statistically valid number.

11. The method of claim 8 wherein a user determines the number and type of attributes and or levels.

12. The method of claim 11 wherein said user and said one or more respondents are communicating over the Internet.

13. The method of claim 12 wherein each of said user and said at least one respondent have a display means and an input means.